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# HERE'S YOUR PAY-OFF STUNT!



**SET IT UP LIKE THIS!** The display shown above can be placed in lobby, out front or on a float. It is built around several 3-dimensional Stereo Realist viewers which will be provided by local Stereo Realist camera dealers. These dealers have also been supplied with "Bwana Devil" color slides for the viewers. If not available, other color slides may be substituted. This has been a key stunt in every playdate city without exception! Be sure you plan your display early —and keep it going throughout your run!

## Stereo REALIST 3D Camera Tie-Up Brings the Fans Right to Your Box-Office!

### THIS IS WHAT THEY'RE DOING!



**Magazines**  
This is the first of a series of magazine ads tying in with "Bwana Devil" now appearing and to appear in:  
BUSINESS WEEK  
SALES MANAGEMENT  
BUSINESS SCREEN  
NATIONAL PHOTOGRAPHER  
and  
PROFESSIONAL PHOTOGRAPHER



**Counter Cards**  
This two-color 12x20" counter and window card, including theatre imprint space, supplied to all dealers. Additional cards available free, if necessary.

This is one of the most surefire tie-ups ever arranged for a motion picture! It includes the nationally sold and world famous Stereo Realist 3 Dimensional camera, projectors, viewers and other accessories. Stereo Realist was used in the making of the still pictures for "Bwana Devil" and is considered the most completely co-ordinated system of 3 Dimension photography. Practically every city has its Stereo Realist dealer in full possession of the facts and details of this tie-up and ready and waiting to cooperate with you with window displays, etc. See your Stereo Realist dealer at once and get an early start on your ticket-selling campaign.

### Dealer Ad Mats!



Prepared picture tie-in ad mats supplied to all dealers free. Contact your dealers at once.

### Herald Giveaways

In addition to publicity articles in trade publications and newspapers, a special 4-page herald featuring "Bwana Devil" is being distributed to more than 2500 camera dealers for customer mailings. Also available to theatres for lobby distribution.

### Special Mailings

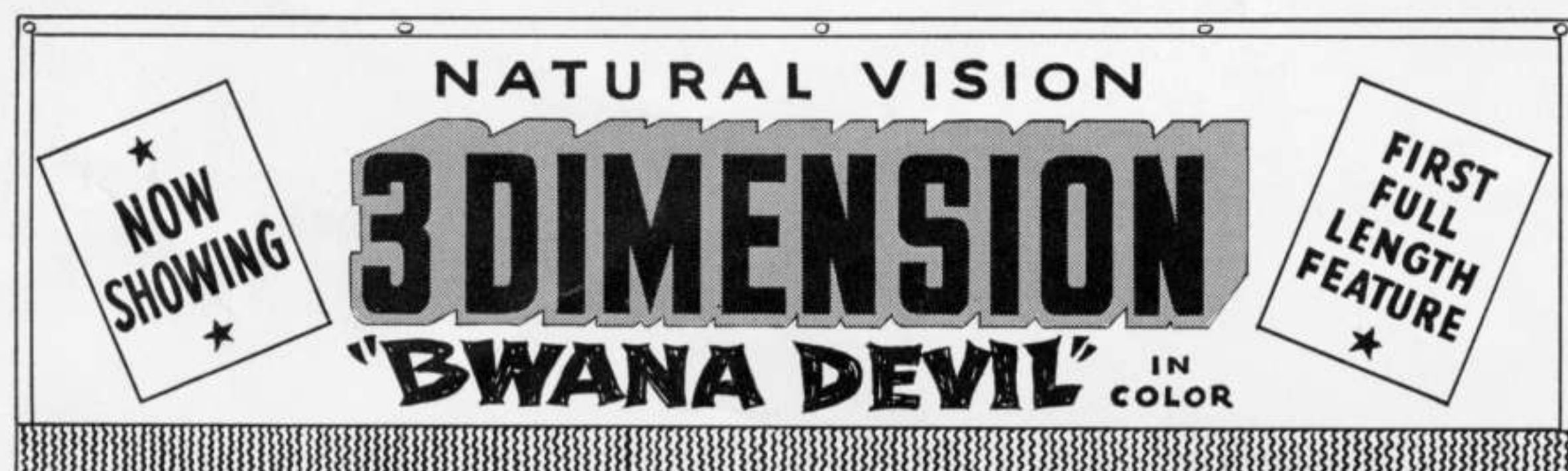
More than 50,000 reprints of special articles in THE REALIST NEWS have been mailed to camera owners everywhere. Other mailings to follow.

For dealer information and promotional aids, write to: DAVID WHITE CO., 315 W. Court St., Milwaukee, Wisc.



# Make Your Lobby And Front the Most Exciting Spot in Town! Here's How!

## SPECIAL! AN EYE-WALLOPING FLUORESCENT VALANCE IN 6 COLORS!



12' x 30" Satin Valance made in six or seven colors and giving a 3 Dimensional effect. Can be used overhead inside or outside and in many ways to add extra excitement and flash to your theatre. Widely used. Creates plenty attention.

**SPECIALLY PRICED AT \$15.00 EACH**

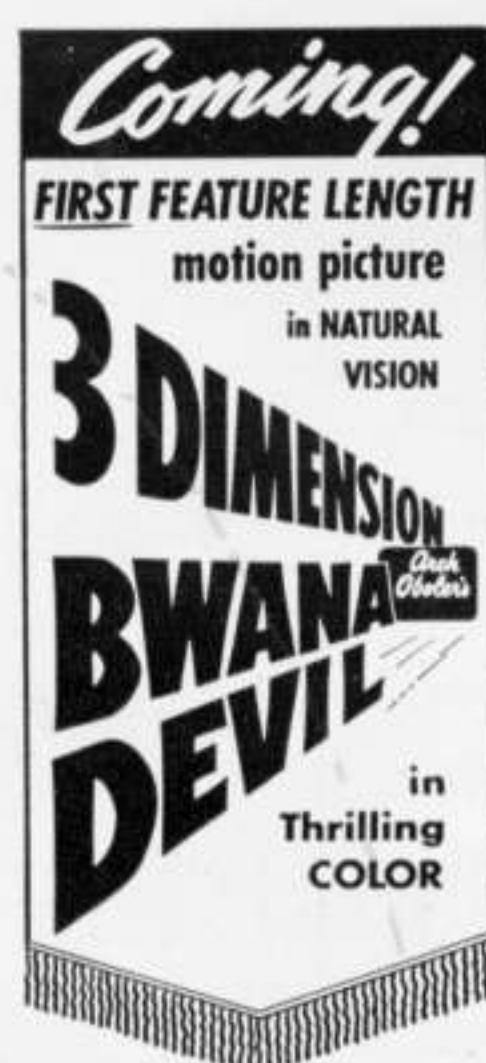


### 9'x12' Flag Wall Banner

Brilliantly colored; fluorescent lettering. **SINGLE FACED FLAG: \$37.50 EACH; DOUBLE FACED BANNERS: \$65.00 EACH**

### Fluorescent Satin Ushers Badges

Make all your patrons aware of your coming film **ONLY 40 CENTS EACH.**



## De Luxe Satin Fluorescent Sectional Valance



ORDER ANY LENGTH YOU NEED AT \$1.50 PER RUNNING FOOT. MINIMUM ORDER 12 FEET.

### Teaser Ushers' Badge

To get news of your coming attraction over well in advance. Ushers and attendants wear them and answer questions with information about your coming show. Fluorescent. Same size as regular Ushers' Badge.

**40 CENTS EACH**

### Aluminum Metal Twirlers

They spin like crazy. All prepared for hanging. Available in red, green, blue or gold plus aluminum.

**10 Foot Length \$1.45 20 Foot Length \$2.85 30 Foot Length \$3.95**

### Decorative Pennants

Cotton, multicolored dazzling set of 12 20"x30" pennants, firmly joined together by tape into a 40' display.

**\$3.75 PER STRING**

### Fluorescent Satin Auto Bumper Banners

Colorful eye-stoppers for cars, cabs, trucks. Each 40" x 6".

**\$1.00 EACH MINIMUM ORDER of 15 REQUIRED**

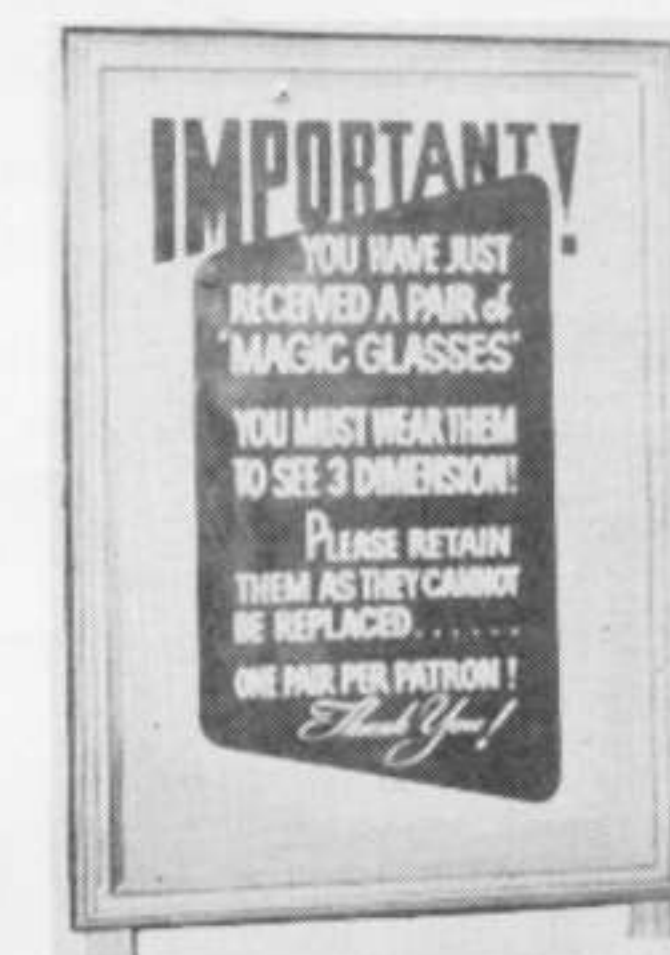
ORDER ITEMS DIRECT FROM  
**NATIONAL FLAG CO.**

**43 West 21st St.,  
New York 10, N. Y.**

**ORegon 5-5230**



The photos below show some of the displays used in various cities with spectacular success. At top left is a marquis color transparency. Top right shows a flashy false front. At bottom is shown two inside lobby displays, a 40x60 (left) and a wall set-piece. Art elements required to set up will be found on this page in art stills and in posters.



### Magic Glasses 40x60

This poster has been specially prepared to make your patrons aware that it is of the utmost importance that they wear the "magic glasses" during the showing of "Bwana Devil." It has added value in that it informs them that the glasses belong to them after the show. Post it prominently or stand it in your lobby.

Order from  
**NATIONAL SCREEN EXCHANGE**

### FREE!

**Jungle Sounds  
From Africa**

### FREE!

Lobby sound record for your P.A. System and in lobby out front. All the jungle sounds you hear in "Bwana Devil." Plays continuously on an automatic 78 RPM record changer.

### Free Radio Spots

All the tension and excitement of this wonderful jungle melodrama is sold in these FREE radio transcriptions. The platter has 3 30-second spots and 3 station breaks.

Order above from:  
**EXPLOITATION DEPT. UNITED ARTISTS CORP.  
729 Seventh Avenue, New York City**

## ART STILLS

For lobby displays, window displays, special art, etc.



**BD-ART-1**



**BD-ART-2**

**ORDER BY NUMBER FROM NATIONAL SCREEN EXCHANGE**



# MOVIE-OF-THE-WEEK

ARCH  
OBOLER'S

"Bwana Devil"

IN NATURAL VISION  
3 DIMENSION



Directing the building of the first railroad across British East Africa at the turn of the century are Dr. Angus Ross (Nigel Bruce) and Jack Hayward (Robert Stack). Man-eating lions attack the workmen, completely disrupting the undertaking. With the lions out-thinking and out-maneuvering every effort to stop their murderous forays, Hayward becomes desperate. He seeks out a Masai lion-hunting tribe and hires them to kill off the lions. Despite the best efforts of the cunning natives, the lions' depredations continue and it develops that the killers are a pair of the beasts. The British Government sends its most famous big game hunter to help. With him comes Alice (Barbara

Britton) Hayward's wife. They have little time together before word comes that the British hunter and others have been massacred when the lions break into their car. There is only one survivor, a little native boy. Alice insists on staying to face the grim ordeal with her husband. They become attached to the native boy and when he wanders off into the jungle they go in search of him. A tense hunt between man and beast ensues. Hayward manages to kill the female lion but the male plays cat and mouse with his intended prey. With grim courage and tenacity Hayward finally conquers and kills the second lion and the work on the railroad proceeds with safety to all.

## HOW TO USE IT!

All the excitement and suspense of "Bwana Devil" are incorporated in this story-in-pictures strip. Suggest to your local newspaper editor that this would make a particularly good Sunday feature, especially as 3 Dimension is the rage right now. Art only is available on mat. Set copy locally. Order from National Screen Exchange. MAT (5A)

## 3 Dimension Contest Mat and Story SEEK LOCAL "MISS 3-DIMENSION"

Daily Record and  
Bijou Theatre Seek  
Town's Most  
"Stereogenic" Girl

The coming to this city of the first 3-dimensional full length feature motion picture, Arch Oboler's Natural Vision "Bwana Devil," which opens at the Bijou Theatre on ..... has led Manager ..... and this newspaper to institute a search for that local young lady who most approaches the ideal "stereogenic girl."

Mr. Oboler, interviewed during the filming of the picture, had noted that when he was casting the feminine lead for "Bwana Devil," he discovered that just being "photogenic" was not enough. The new type of camera used for Natural Vision 3 Dimension pictures make special demands in new dimensions on feminine beauty.

Shirley Tegge, the young lady pictured here in "three" dimensions, appears in the prologue of "Bwana Devil." According to the experts she is the perfect "stereogenic" female type. So girls, you never know. Maybe you too are "stereogenic." Read the rules of the "Miss 3 Dimension Contest" printed on this page. Send your entry and your best photo to "Miss 3 Dimension Editor" today. Valuable prizes and a very special 3 dimension good time await the lucky winner.

## Stage Your Own Search For "Miss 3-Dimension"

Arrange with your local newspaper to join you in sponsoring a search for the local "Miss 3 Dimension." Tie in with American Legion, Chamber of Commerce or any well known organization which would like to join. Prepare your publicity well in advance starting your campaign off with the story and photo at left. Follow this opening shot with other similar stories and scene mats from the picture. Have the newspaper sponsoring the contest publish the simple rules every day until the contest is over. Winner to reign as "Miss 3 Dimension" during the run of your show or for as long as seems expedient. Have her meet local celebrities at dinners, arrange for presentation of promoted prizes at your theatre or over TV. Tie in with local merchants. Have local beauty experts including Beauty Editor of Newspaper and Manager of Theatre as judges.

## 3 Dimension Press Conference

"BWANA DEVIL" is the forerunner of a whole new era in the field of motion picture entertainment. Arrange a press conference three or four days in advance of your local premiere, at which the newspapermen in your area can be acquainted with the dramatic importance of this new process.

For such a conference, arrange to have local top camera technicians, who would previously be briefed to intelligently answer questions and also describe the Natural Vision system. Invite heads of local camera clubs and Photography Editors of your local newspapers.

At this press conference, distribute diagrams of how the Natural Vision process of cinematography and projection works. (See page 10.)



Still BD 139

Mat (2C)



## COLOR-IN FOR KIDS OF ALL AGES!

Put this mat to work for you. Use it in newspaper or as theatre contest; also as a store giveaway or a special school herald. Shown here in reduced size: actual size is 8" wide by 6" deep.

ORDER FROM NATIONAL  
SCREEN EXCHANGE

MAT (4A)

## Record Shop Tie-Up



Arrange window displays with record shops, department stores and others.

Arch Oboler, the famed writer-producer-director of "BWANA DEVIL," made an album in Africa for DECCA RECORDS of songs, ceremonial music and tribal dances during filming of back-grounds for this picture.

All of these records are in an album titled ARCH OBOLER'S AFRICAN ADVENTURE (DECCA Long-Play Microgroove-DL 7007) and can be obtained from your local record dealer or directly from DECCA records. It is also available in 78 RPM (Album DU-757).

Arrange to have your local disk jockeys on radio stations in your area play excerpts from this album.





*A LION in your lap!*

You have  
never  
witnessed  
anything  
in the world  
like this  
before!

*A LOVER in your arms!*

The flat screen  
is gone! You—  
not a camera—  
but you  
are there!

THIS IS  
NATURAL VISION

**3 DIMENSION**

Released thru United Artists

*Arch Oboler*

Master of the Unusual  
presents  
in  
THRILLING  
COLOR

starring  
**ROBERT STACK**  
**BARBARA BRITTON**  
**NIGEL BRUCE**

**"BWANA  
DEVIL"**

4 Cols. x 142 lines — 568 lines

Mat 401

EVERY

**AD**

IN THIS

CAMPAIGN

PROVED

IN MANY

RECORD-

SMASHING

HOLDOVER

ENGAGEMENTS!

## TEASER ADS

**THE  
THINGS  
COME  
OFF THE  
SCREEN!**

KIDS ALL LOVE IT!

*Arch Oboler's*

**"BWANA  
DEVIL"**

Natural Vision **3 DIMENSION**

Released thru United Artists

1 Col. x 55 lines

Mat 105

**3D**  
newer than  
**TV!**

*Arch Oboler's*

**"BWANA  
DEVIL"**

Released thru United Artists

1 Col. x 55 lines

Mat 103

*Ladies!*  
**THERE'S NO  
LOVE LIKE  
LOVE IN  
3 D!**

*Arch Oboler's*

**"BWANA  
DEVIL"**

Released thru United Artists

1 Col. x 55 lines

Mat 102

**EVERY  
EXISTING  
ATTENDANCE  
RECORD HAS  
BEEN BROKEN**

by

*Arch Oboler's*

**"BWANA  
DEVIL"**

Natural Vision **3 DIMENSION**

Released thru United Artists

1 Col. x 55 lines

Mat 104



➡ **CHANGE CITY!**

**FOR THE FIRST TIME IN NEW YORK!  
THE ONE AND ONLY  
FEATURE LENGTH  
MOTION PICTURE  
IN NATURAL  
VISION**

# 3 DIMENSION



**A LION  
in  
your  
lap!**



**A LOVER  
in your  
arms!**

*Arch Oboler*  
Master of  
the Unusual  
presents  
**IN THRILLING  
COLOR**

starring  
**ROBERT  
STACK  
BARBARA  
BRITTON  
NIGEL  
BRUCE**

**"BWANA  
DEVIL"**  
Released thru United Artists

**NOT  
SHORT SUBJECT  
BUT A REAL  
AND IN COLOR**

You have never with  
an amazing new wo  
entertainment like th  
fore

...I  
ST  
scr  
the camera—but YOU are  
there...as this exciting ad-  
venture drama unfolds—as  
its passionate love story  
stirs your every emotion!

So the  
public  
may  
know

...this is

**NATURAL VISION  
3 DIMENSION**



**A lion in  
your lap!**

**FOR THE FIRST TIME  
MOTION PICTURES  
HAVE REAL  
LIFE DEPTH!**



**A lover in  
your arms!**

**THE PICTURE IS  
ALIVE...NOT FLAT...  
BUT REAL ROUNDED  
...ROMANTIC  
LIVING!**

in

*Arch Oboler's*  
**"BWANA  
DEVIL"**

**IN THRILLING COLOR**  
starring  
**Robert Stack  
Barbara Britton  
Nigel Bruce**



Released thru United Artists



COMBINATION AD-PUBLICITY MAT FOR ONLY 35c!

Not short subjects but  
a real full-length  
feature and in  
COLOR, too!



starring ROBERT STACK  
BARBARA BRITTON • NIGEL BRUCE  
Released thru United Artists

FOR THE FIRST TIME IN NEW YORK!  
THE ONE AND ONLY  
FEATURE LENGTH

MOTION  
PICTURE  
IN

3 DIMENSION

"BWANA  
DEVIL"

Arch Oboler,  
master of the  
unusual  
presents

3 col. x 70 li. - 210 lines

Mat 301



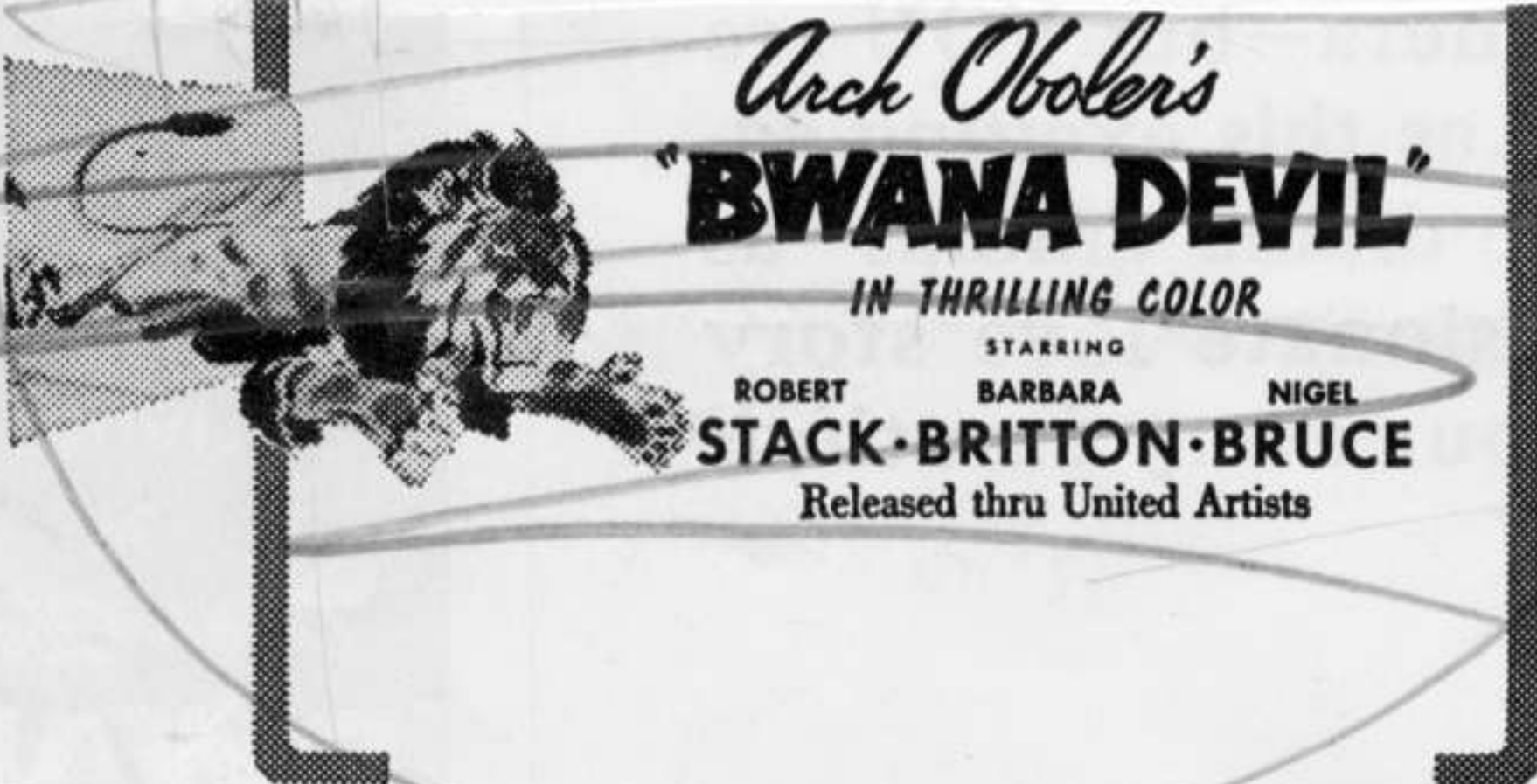
1 col. x 78 li.  
Mat 106

NATUR

First the screen was silent...  
Then it talked... then came color...  
*Now...*  
the greatest advancement of all!  
NEWER than Television... the  
magic of Natural Vision  
3 DIMENSION!  
No longer is the picture flat!  
To the dimension of height and  
width have been added DEPTH!  
Thrill to the discovery of  
this new wonder! The picture  
comes alive off the screen!



MAT (2B)



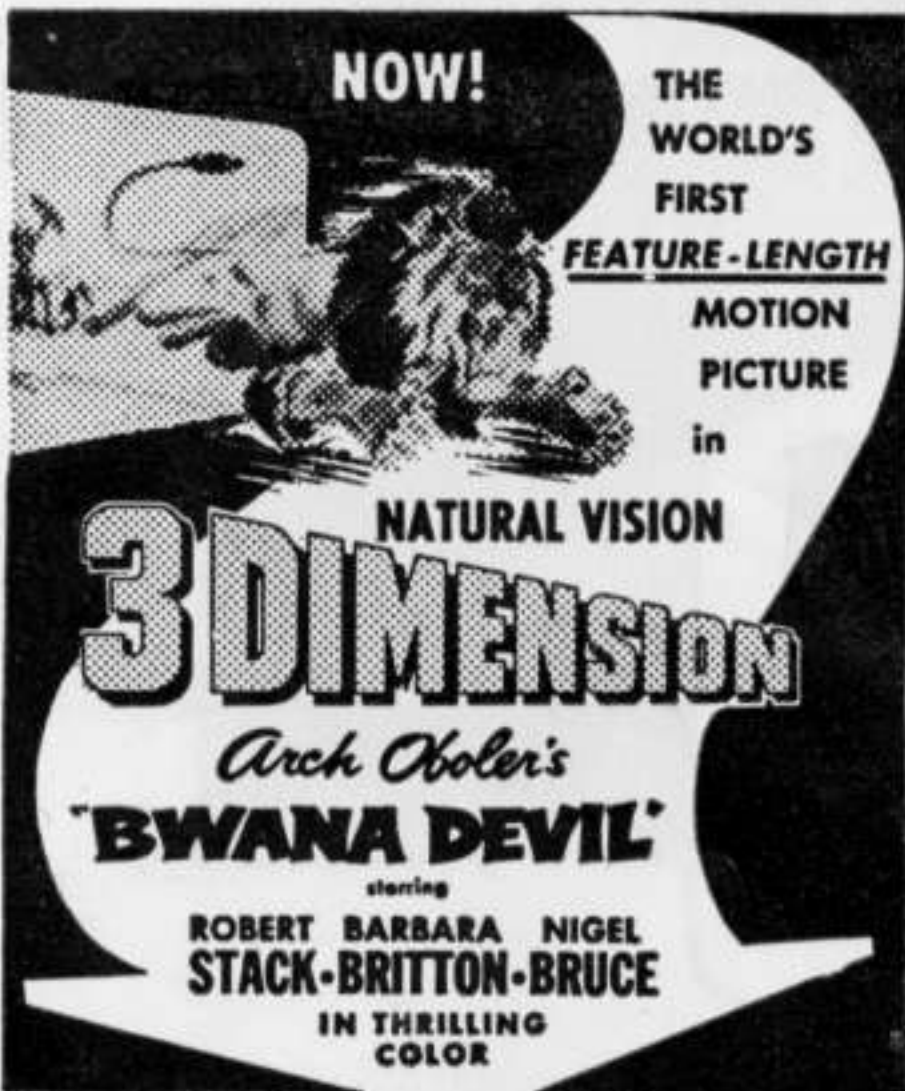
2 col. x 83 li. - 166 lines

Mat 203



2 col. x 15 li. - 30 lines

Mat 201



1 col. x 36 li.  
Mat 101



MAT (1B)

INDIVIDUAL MATS MAY BE ORDERED  
BY NUMBER AT THE REGULAR PRICE!

SPECIAL MAT NO. 1



➡ **CHANGE CITY!**

**FOR THE FIRST TIME IN NEW YORK!**

**THE ONE AND ONLY  
FEATURE LENGTH  
MOTION PICTURE  
IN**

**BWANA  
DEVIL**

*Arch Oboler*  
Master of the Unusual,  
presents

starring  
**ROBERT STACK  
BARBARA BRITTON  
NIGEL BRUCE**  
Released thru  
United Artists



**NOT SHORT  
SUBJECTS... BUT  
A REAL FEATURE... AND  
IN COLOR, TOO!**

The most amazing wonder of all...  
opening a whole new world of en-  
tertainment! YOU—not the camera  
—but YOU are there as this excit-  
ing adventure drama unfolds—and  
its passionate love story stirs your  
every emotion!

3 Cols. x 104 lines — 312 lines

Mat 302

*Imagine!*

**A lion in your lap!**

**A lover in  
your arms!**

**THIS IS...**

A thrilling  
new dimension  
has been added  
to motion pictures!

**NATURAL VISION  
3 DIMENSION**

**HEIGHT  
WIDTH  
and now  
DEPTH!**

*Arch Oboler's*  
**"BWANA DEVIL"**

IN THRILLING COLOR

starring  
**Robert Stack • Barbara Britton  
Nigel Bruce**

Released thru United Artists

2 Cols. x 70 lines — 140 lines

Mat 202

**THE WORLD'S FIRST  
FEATURE LENGTH  
MOTION PICTURE  
IN**

**NATURAL VISION**

**3 DIMENSION**

IS COMING TO LOS ANGELES!

**NATURAL VISION**

**3 DIMENSION**

WILL OPEN A WHOLE NEW WORLD  
OF ENTERTAINMENT FOR YOU!

**NATURAL VISION**

**3 DIMENSION**

THE PICTURE COMES ALIVE OFF THE SCREEN!

*You can see*

**NATURAL VISION**

**3 DIMENSION**

SOON... IN

*Arch Oboler's*

**"BWANA DEVIL"**

IN THRILLING COLOR

starring  
**Robert Stack • Barbara Britton • Nigel Bruce**

Released thru United Artists

2 Cols. x 125 lines — 250 lines

Mat 204

Page Nine

**ORDER ALL AD MATS FROM  
NATIONAL SCREEN EXCHANGE**

**CHANGE  
CITY!** ➡

**Extra Catchlines!**

You Have Never Seen Anything Like  
This In The World Before!

★ ★ ★

Your Greatest Adventure In Moviegoing  
... As Real As Life!

★ ★ ★

HERE AT LAST! The Most Eagerly Awaited  
Screen Experience Since Movies Talked!

★ ★ ★

NOW YOU CAN SEE IT! The film that has  
set the country aflame with a NEW  
moviegoing excitement!

★ ★ ★

Be among the first to see it ... the FIRST  
feature length motion picture ...  
and in COLOR, too!

★ ★ ★

Thrill to the excitement of this new wonder!

*Imagine!*

**A lion in  
your lap!**

**A lover  
in your  
arms!**

**THIS  
IS...**

A  
thrilling  
new  
dimension  
has been  
added  
to  
motion  
pictures!

**HEIGHT  
WIDTH  
and now  
DEPTH!**

**NATURAL VISION  
3 DIMENSION**

*Arch Oboler's*  
**"BWANA  
DEVIL"**  
In Thrilling COLOR  
starring  
**Robert Stack  
Barbara Britton  
Nigel Bruce**

Released thru United Artists

1 Col. x 102 lines

Mat 107



# PUBLICITY MATERIAL . . .

## Official Billing

Arch Obler's  
"BWANA DEVIL"  
in  
NATURAL VISION 3-DIMENSION  
AND IN COLOR  
starring  
Robert Stack  
Barbara Britton  
Nigel Bruce  
Written, Produced and Directed  
by Arch Obler  
Photographed by  
Joseph F. Biroc  
Music Composed and Conducted  
by Gordon Jenkins  
Released Thru United Artists

## Synopsis

(Not for Publication)

There is a prologue to introduce theatre audiences to 3-D, stereoscopic Natural Vision and the proper use of the Polaroid glasses.

The time: the turn of the century. The place: British East Africa. Thousands of workers are building Africa's first railroad — intense heat and sickness make it a formidable task. Two men in charge of the mission are Jock Hayward (Bob Stack) and Dr. Angus Ross (Nigel Bruce). To this place come a pair of man-eating lions which completely disrupt the undertaking. Desperately Hayward attempts to overcome the situation but the slaughter continues.

Britain sends three big-game hunters to kill the lions. With them comes Jock's wife (Barbara Britton). When the game-hunters are themselves killed by the lions, Jock, in order to prove he is not a weakling, sets out once and for all to kill them. After a grim battle with the man-eaters, endangering both him and his wife, Jock slays them.

## Cast

Jock Hayward ..... Robert Stack  
Alice Hayward ..... Barbara Britton  
Dr. Angus Ross ..... Nigel Bruce  
Major Parkhurst ..... Ramsay Hill  
Commissioner ..... Paul McVey  
Portuguese Girl ..... Hope Miller  
Drayton ..... John Dodsworth  
Ballinger ..... Pat O'Moore  
Latham ..... Pat Aherne  
Head man of the Indians

Bhogwan Singh  
The Dancer ..... Bhupesh Guha  
Indian Hunter ..... Bal Seirgaakar  
Karparim ..... Kalu K. Sonkur  
Mukosi ..... Miles Clark, Jr.

## Credits

Produced, written and  
directed by ..... Arch Obler  
Natural Vision supervisor  
M. L. Gunzburg

Photographed by  
Joseph F. Biroc, A.S.C.  
Music Composed and  
conducted by Gordon Jenkins  
Film editor ..... John Hoffman  
Executive Secretary

Geraldine Klancke  
Assistant Director. Richard Dixon  
Producer's Assistant

George Wallach  
Camera Operator

Lothrop B. Worth  
Camera Assistants

Eugene Hirsch and  
Howard Schwartz

3-D Technician ..... O. S. Bryhn  
Sound Engineer ..... Con McKay  
Recordist ..... Steve Bass

Technical Consultants

Major Ramsay Hill  
and Bhogwan Singh

Properties ..... Robert Eaton  
Lighting ..... Homer Plannette

Makeup ..... Armand Delmar  
Wardrobe ..... Henry West

Special Effects Russell Shearman  
and Henry Maak

## 'BWANA DEVIL' BASED ON TRUE TALE OF FEAR

Arch Obler's "Bwana Devil" which opens ..... at the ..... Theatre, is based on a true story that took place during the building of the first railroad across Central Africa at the turn of the century. The amazing real-life episode concerns two man-eating lions who successfully stopped the building of railway tracks across British East Africa for a period of six months.

Truth, as usual, is stranger than fiction—yet, it is a matter of record that almost 200 people were killed by this pair of lions during the period covered in the screen treatment of "Bwana Devil."

Killers in their full prime, these man-eaters seemed to sense that the coming of the railroad meant the moving back of their jungle. Deliberately attacking the fear-stricken workers, they slaughtered them by the dozens.

Obler, during his 40,000 mile safari to Africa about four years ago, first heard the incredible story and authenticated it. It became immediately obvious to him that here was a perfect tale to be photographed with the revolutionary Natural Vision, three dimensional camera.

Co-starred in "Bwana Devil" are three of Hollywood's most popular players, lovely Barbara Britton, Bob Stack and Nigel Bruce.



Robert Stack is cast as an engineer in the first full length 3-Dimensional feature film in color, "Bwana Devil," which will open ..... at the ..... Theatre.

Still BD-47

Mat 1A

## 3-D SHOOTING BETTER THAN 2-D

Shooting the first full-length three dimensional color film "Bwana Devil," which opens ..... at the ..... Theatre, was a revealing experience for camera and production crew. The camera was mounted on a four-wheel drive weapons-carrier with a hydraulic platform on the front of it. By mounting the Natural Vision equipment on this platform, it was possible to move anywhere on the location with the camera.

Doing just this—up mountains, down valleys and into streams—went the precious Natural Vision camera. In other words, nothing had to be staged, because the camera could go right into the action on the four-wheel drive weapons-carrier.

To the delight and surprise of the crew, photographing in Natural Vision three dimension proved to be as fast and as easy—and sometimes faster and easier—than conventional motion picture photography.

"Bwana Devil," which stars Robert Stack, Barbara Britton and Nigel Bruce, tells the dramatic story of two man-eating lions which prevented the building of a railroad in central Africa.

## Radio Writer

Arch Obler, brilliant producer-director and "Master of the Unusual," whose "Bwana Devil," the world's first Natural Vision three-dimensional film, which currently is spellbinding audiences at the ..... Theatre, originally achieved his world-wide reputation as this country's top author of original plays for radio production.

## 'Bwana Devil,' First Full-Length Feature in 3-D And in Color, To Have Local Premiere

(General Advance)

"Bwana Devil," the world's first feature length Natural Vision 3-Dimension motion picture in color will make it's initial showing next ..... at the ..... Theatre through United Artists release. The foresight, confidence and faith that Producer Arch Obler and Milton Gunzburg had in this new screen sensation, made possible this revolutionary presentation.

The idea of three-dimensional movies is not new—since the late Twenties, all sorts of experiments have been under way to find the proper way to present 3-D to movie audiences.

"It presented some tremendous technical problems," explains famed Hollywood cinematographer Joseph Biroc. "With the presentation of Arch Obler's 'Bwana Devil,' these obstacles have finally been overcome, and we have a radical innovation that I think will astound viewers and cause a complete re-examination of our movie-making techniques.

The 3D camera, Biroc continues, "is actually two cameras in a single unit photographing separate film strips. These in turn are projected simultaneously with two projectors interlocked to run in unison. While other 3-D systems have employed dual cameras none have pursued the theory that the 3D cameras should see and record the scene exactly as the human eyes can see it. The result, says the camera expert, "is a 3-D picture on the screen that induces no eye strain."

Polaroid spectacles are worn by the audience in viewing the picture, and careful tests have shown that within a matter of seconds viewers forget about the glasses and proceed to enjoy the unprecedented novelty of true third-dimension.

Credit for engineering the dramatic Natural Vision camera equipment goes to Friend Baker, a pioneer in the 3-D field for over 23 years, and camera technician O. S. Bryhn. It was a chance meeting between Baker and M. L. Gunzburg, independent motion picture producer and screen writer, that actually led to the final development of the 35 mm 3-D cameras used to make an actuality of "Bwana Devil."

## 3-D Makes Them Tone Down Realness

Lensing a motion picture in 3-D presented some unexpected problems for Arch Obler, producer and famed cameraman Joseph Biroc, who have turned out the first full length feature to be produced in the new dimension, "Bwana Devil." The film, photographed in exciting color, will open ..... at the ..... Theatre. It was necessary to abandon some of the tricks used in ordinary two dimensional films. For example, it was especially important to avoid having objects too much in the foreground, otherwise they might seem to be in the audience's lap. And, it was learned early during the making of the film that extreme realism had to be toned down — otherwise the unparalleled true-to-life picture would, in itself, appear too incredible to be believed.

## In Darkest Africa

There is little doubt that "Bwana Devil" the first full-length feature in three-dimension Natural Vision which opens ..... at the ..... Theatre, is easily the most authentic African film yet to reach the nation's movie theatres. Much of it was photographed in locales, with special governmental cooperation, where motion picture companies ordinarily are unable to reach.

The major portion of Obler's unique production was shot in the Belgian Congo and in Kenya and Uganda.

## First of Kind

Arch Obler's "Bwana Devil," now at the ..... Theatre, is the fascinating culmination of 25 years of painstaking research in the field of making three-dimensional movies. The revolutionary innovation, developed by Milton Gunzburg, in collaboration with Friend Baker, is called Natural Vision 3-D. The new color production, co-starring Bob Stack and Barbara Britton, is the first film ever made in the exciting new medium.



Charming Barbara Britton and Robert Stack are starred in the first 3-Dimensional feature length film, "Bwana Devil," which is slated to open ..... at the ..... Theatre. The United Artists release is filmed in vibrant color.

Still BD-141

Mat 2D

## First 3-D Feature Film Important Screen Event

(Prepared Review)

One of the most important screen events in years, a milestone that may prove as historic as the advent of sound and color to films, took place ..... at the ..... Theatre, with the dramatic premiere here of Arch Obler's "Bwana Devil," the world's first Natural Vision 3-dimensional feature-length motion picture in color.

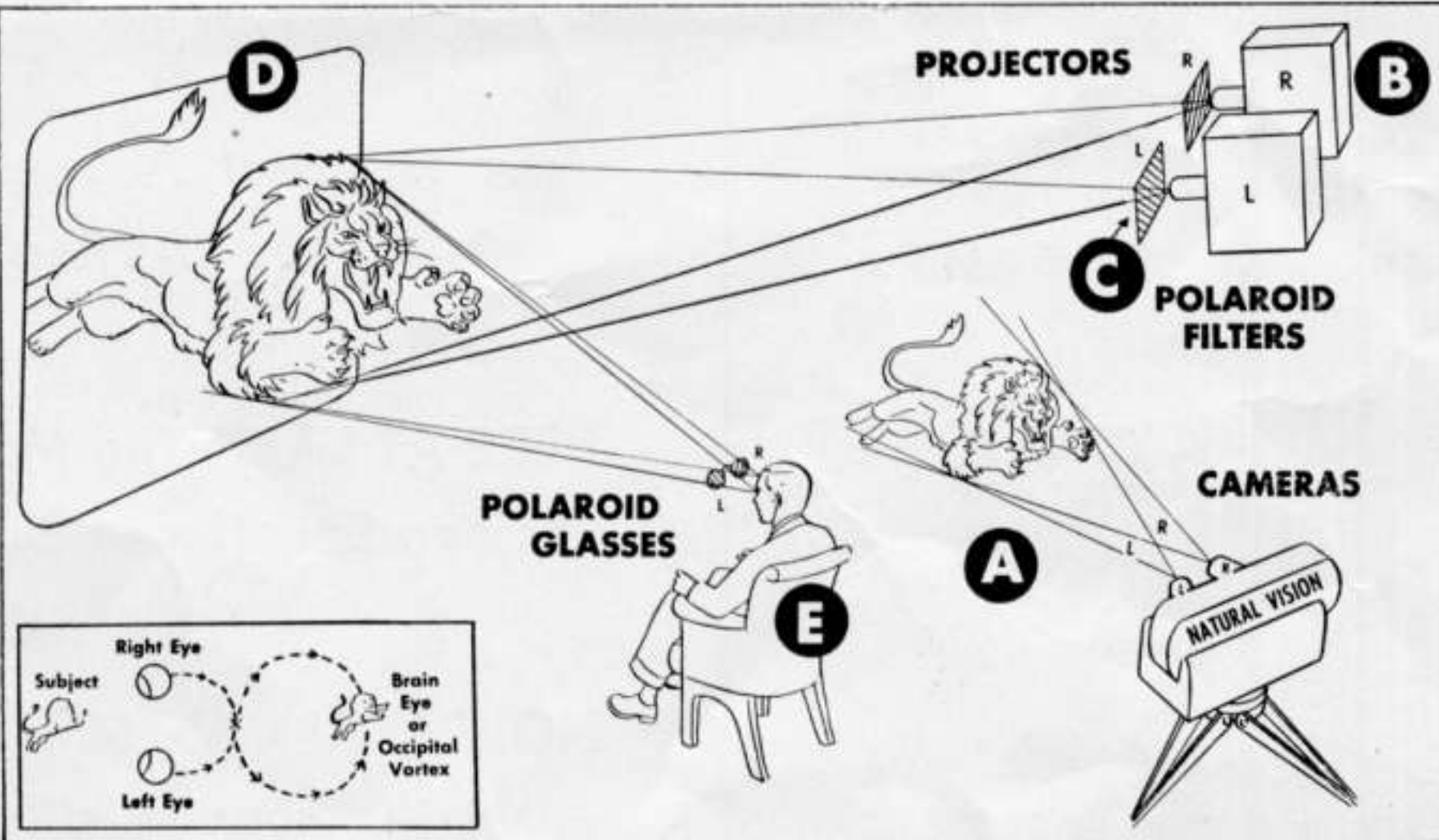
The revolutionary new color presentation, starring Robert Stack, Barbara Britton and Nigel Bruce, is the initial production ever made anywhere in 3-D, and is the exciting culmination of over two decades of intensive research in the field of three-dimensional cinematography and

projection by many of Hollywood's top technicians.

It was producer-writer-director Arch Obler, famed as the "Master of the Unusual," who arranged to make the first three-dimensional feature utilizing Natural Vision, and "Bwana Devil" is the result.

The unique picture, photographed by veteran cameraman Joseph Biroc, tells the true-life dramatic story of the building of the first railroad across British East Africa at the turn of the century, and the pair of man-eating lions whose ferocity disrupted the entire undertaking and caused consternation in the British Parliament.

## How 3-D Works



Mat 2E

The above diagram shows clearly how the first full length feature in 3-Dimensions, "Bwana Devil," currently at the ..... Theatre, is able to produce its realistic effect. (A) Images are photographed from two different points of view, just as they are seen in nature. Each lens, focusing and converging on an object almost precisely as do the human eyes, provides a separate and complete 2-dimensional picture. (B) In the theatre, the normal two projectors in a booth project the two separate pictures onto the screen in superimposition, much as in nature they are projected onto the "brain eye" (see diagram). (C) The right and left images pass through Polaroid light filters placed in the port-holes of the projection booth. (D) The two images are superimposed almost as one on a reflective type screen. (E) The images are reflected back to the viewer who is equipped with Polaroid glasses, which serve to accept the correct image intended for each eye, while rejecting the image not intended for that eye.



## Star of First 3-D Feature Brings New Fame to Stack

(Biography)

One of Hollywood's most popular younger leading men, handsome Bob Stack can count himself among the handful of screen favorites who has made the steadiest progress to the top of all the fan popularity polls, whether they be conducted by national magazines, fan clubs or Gallup.

His starring role opposite Barbara Britton in Arch Oboler's unprecedented "Bwana Devil," the world's initial Natural Vision three-dimensional feature, which opens at the Theatre, is a new high point in Bob's zooming career—he can now lay claim to being the first "3D Male Star" in Hollywood history.

Bob's interest in dramatics evidenced itself first while he was in high school, but it wasn't until 1938 that he decided to desert his college courses and seriously follow a theatrical career. He entered the Henry

Duffy School of the Theatre; six months later was seen by a Universal talent scout and almost immediately signed to a contract.

His beginning in pictures was an auspicious one — opposite Deanna Durbin in "First Love." From then on, his career really rocked along, with one good part following another.

Four years in the Navy included many months overseas in the Pacific war area. Then Bob Stack returned to his long-interrupted movieland career, his initial assignment being a top role opposite Elizabeth Taylor and Jane Powell in MGM's "Date with Judy."

Numerous important parts followed, including "Miss Tatlock's Millions," "Fighting Squadron," "Mr. Music," and "The Bullfighter and the Lady." His current starring part in "Bwana Devil" is his sixteenth.



A group of natives trap one of the man-eating lions that have been terrorizing the country. Scene is from "Bwana Devil," the first full-length 3-Dimensional color film in Natural Vision. The United Artists release opens at the Theatre.

Still BD-21X

Mat 3A

## Beauty in 3 Dimensions!

(Biography)

The honor of playing the world's first "Three Dimensional Woman," in Arch Oboler's Natural Vision film "Bwana Devil" which will open at the Theatre, goes to Barbara Britton, one of film-dom's most popular young players, and an actress who has achieved the reputation of combining beauty with brains.

Barbara was first noticed for the movies some 10 years ago after being discovered riding the Long Beach float in the New Year's Day Tournament of Roses Parade in Pasadena. Film scouts, travelling to Long Beach City College to witness her performance in a school show, "The Old Maid," were convinced they had unearthed a new screen personality.

As is the usual procedure in tinsel town, newcomers must take their turn

in rootin' tootin' westerns, so Barbara's initial screen appearance, quite logically, was in a Hopalong Cassidy action thriller. It wasn't until she appeared with Ray Milland in "Till We Meet Again," that studio executives became aware of her dramatic potentialities.

Usually, a girl possessing such beauty and allure as Barbara had, was kept for roles requiring just that. But when given the chance to display her histrionic ability, Barbara took advantage of it. This led to a series of pictures in which she gave fine dramatic performances.

In private life, Barbara is married to Dr. Eugene Czukur, a successful physiotherapist. She is the mother of a five-year-old son, Teddy and a year-old daughter, Chris.

## ARCH OBLER BRINGS IN 3-D

(Biography)

It is entirely logical and it was to be anticipated that Arch Oboler would be the man to bring film audiences their initial view of the world's first Natural Vision three dimensional feature-length motion picture in vivid color.

In producing "Bwana Devil," which opens at the Theatre, Oboler was simply continuing, in his usual dramatic fashion, a brilliant career than began in pre-World War II days, when his impressive achievements as a radio writer made him one of the best-known Americans in the broadcasting field.

Author of over 800 plays for air presentation, Oboler's proficiency won him more commendations than any other radio playwright in history, including the much-coveted Peabody Award, radio's Pulitzer Prize.

Oboler, quite naturally, thinks that "Bwana Devil" is his greatest adventure thus far, an experience he feels audiences will find as exciting as when Al Jolson sang to them for the first time in "The Jazz Singer."

## Based On Fact

"Bwana Devil," Arch Oboler's unparalleled motion picture, the world's first movie photographed in the dramatic Natural Vision 3-D, is based on a true-life-story—the amazing saga of two man-eating lions who managed to hold up the building of a railroad across Africa at the turn of the century for a period of six months. The unique adventure, filmed in color, is now playing at the Theatre.

## It's A 'Natural'

This revolutionary Natural Vision third-dimensional method of photographing motion pictures, as utilized for the first time in history in Arch Oboler's "Bwana Devil," is the first 3-D systems yet developed based on the fundamentals of natural vision, hence its name. The dramatic African adventure story, made in color and co-starring Bob Stack, Barbara Britton and Nigel Bruce, is currently astonishing audiences at the Theatre.

## Beauty Winner

Blonde Barbara Britton, co-starring with Bob Stack in Arch Oboler's revolutionary "Bwana Devil," the world's first Natural Vision three-dimensional motion picture, currently at the Theatre, was originally discovered for films when movie scouts were attracted to her grace and beauty as she rode the float of her hometown, Long Beach, in the famed New Year's Day Tournament of Roses Parade in Pasadena.



Alluring Barbara Britton has the feminine lead in the first Natural Vision 3-Dimensional feature film in color, "Bwana Devil."

Mat 2F

## Mexico Birthplace Of Nigel Bruce

(Biography)

Although he is generally regarded as British as Big Ben, Nigel Bruce's coat of arms should rightfully bear a Mexican sombrero.

For Bruce, now seen as Robert Stack's friend in Arch Oboler's "Bwana Devil," was born in Mexico. The Natural Vision picture, filmed in color, is the first feature photographed in 3-Dimension. It opens at the Theatre. Nigel's entry into the world at Enslead, Baja California, interrupted the leisurely sight-seeing world tour of his parents, Sir William and Lady Bruce.

He made his dramatic debut with the famed actor in "The Creaking Chair," in 1921, and continued with one hit after another for the next 10 years.

Bruce's shaggy brows, startled eyes and 200 pounds of bear-like joviality have graced some 65 American motion pictures and 13 British presentations. Among his more notable screen successes have been in "The Corn is Green," "Rebecca," "Suspicion," "Journey for Margaret," "The Charge of the Light Brigade," and as the wonderful Dr. Watson in the Sherlock Holmes series both in films and on radio.

Married for over 30 years, Bruce and his wife, the former actress Violet Shelton, live quietly at Malibu Beach near Hollywood. They have two daughters.

## New Word

Barbara Britton, who is starred in "Bwana Devil," the first Natural Vision 3-dimensional color film, opening at the Theatre, has coined a new phrase to take the place of "photogenic," a term long used to describe beauty in the photographic sense. Now, in deference to the advent of 3-D in movies, Barbara thinks the word might logically be changed to "stereogenic." Mr. Webster, please take note.

## Pioneer Cameraman Is 3-D Expert

Friend Baker, one of Hollywood's pioneer cameramen, has been a leading technician in the motion picture industry since 1914, when he initially went to work for Universal Pictures. For many years thereafter he achieved a national reputation as one of the handful of specialists in the field of trick photography and special effects at various Hollywood studios. He also gained much recognition for his contribution in the field of color photography. His latest achievement is Arch Oboler's "Bwana Devil," the first full length 3-Dimensional film, now at the Theatre, through United Artists release.



"Miss 3-Dimension" is the title bestowed on lovely Shirley Tegge by a group of Hollywood photographers. She is seen in the prologue to Arch Oboler's "Bwana Devil," the first feature length color film to be made in Natural Vision 3-Dimension. Picture opens at the Theatre.

Still BD-151

Mat 1C



Stars Nigel Bruce and Robert Stack in the first full-length feature Natural Vision film in color, "Bwana Devil."

Still BD-31

Mat 2A





24 — SHEET



6 — SHEET



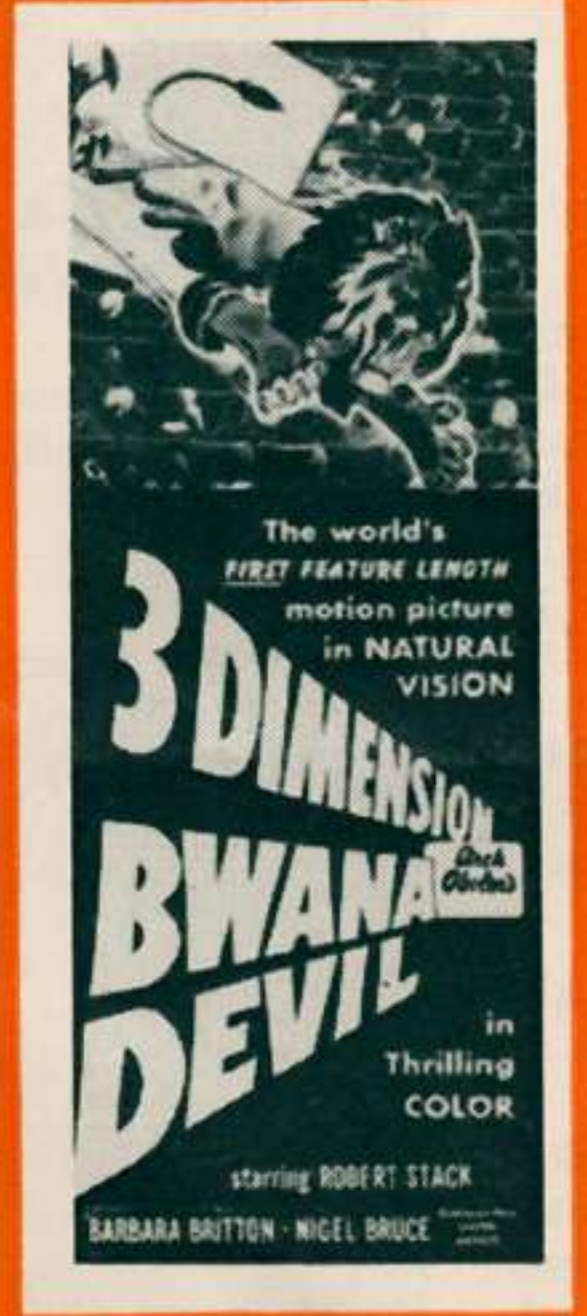
3 — SHEET

# POSTERS AND LOBBIES

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NATIONAL SCREEN  
EXCHANGE



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ONE — SHEET



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